

RESOLUTION NO. 98-170

A RESOLUTION OF INTENTION TO LEVY ANNUAL
ASSESSMENT FOR DOWNTOWN LODI BUSINESS
IMPROVEMENT AREA NO. 1, ESTABLISHING PUBLIC HEARING
DATE AND APPROVING ANNUAL REPORT
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WHEREAS, Downtown Lodi Business Improvement Area No. 1 was established December 17, 1997 by Council adoption of Ordinance No. 1654; and

WHEREAS, the Annual Report as required by Streets & Highways Code, §36533 has been submitted to the Council by the Board of Directors of said improvement area.

NOW, THEREFORE, the City Council of the City of Lodi does hereby resolve, determine, and find as follows:

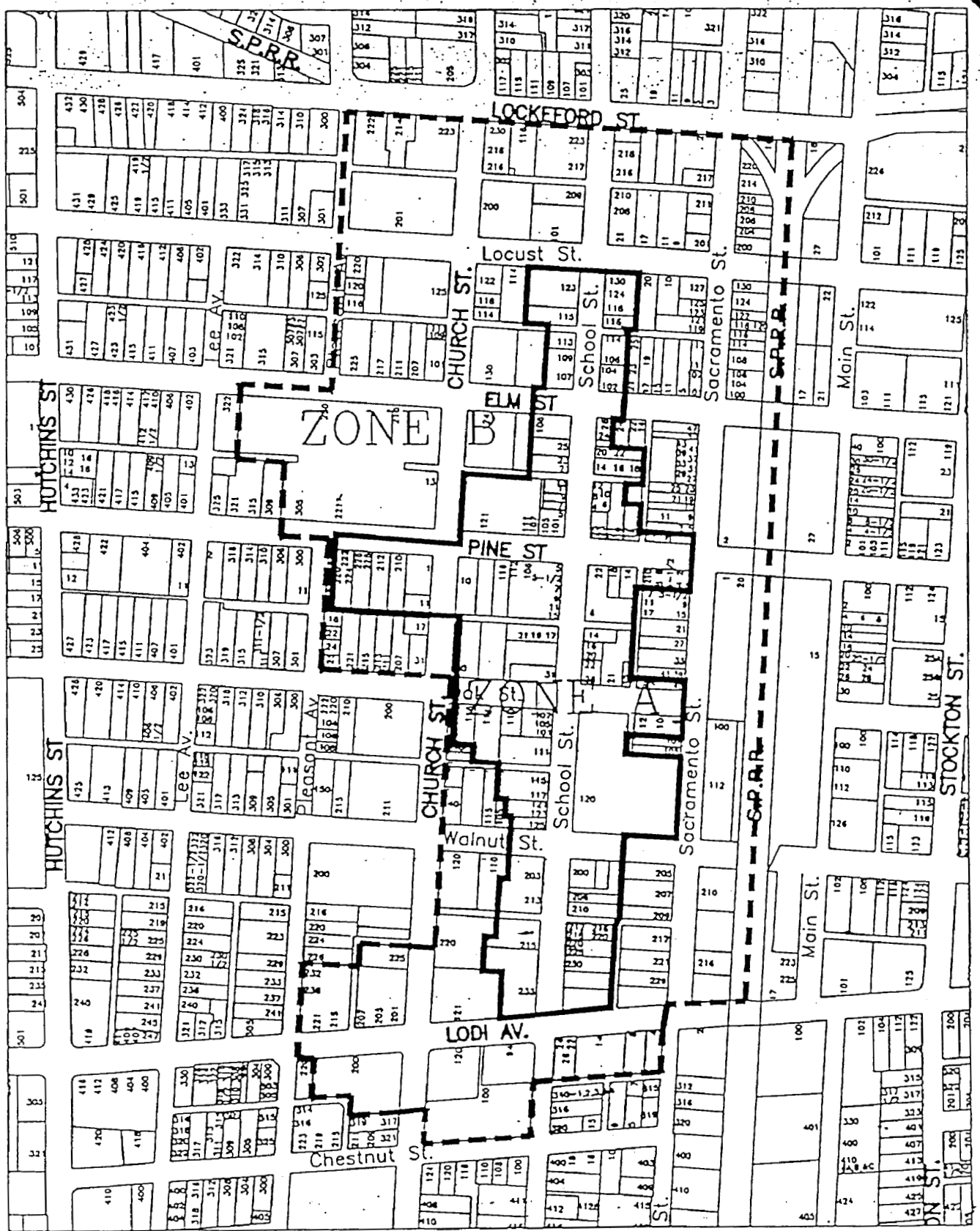
1. Approves the Annual Report as submitted, said Report being on file with the City Clerk.
2. Establishes December 16, 1998 in the City Council Chambers, at Carnegie Forum, 305 West Pine Street, Lodi, California at 7:00 p.m. or soon thereafter as possible as the date, place and time to hold the public hearing required by Streets and Highway Code, §36534.
3. It is the intention of the City Council to levy and collect assessments within the parking and business improvement area for calendar year 1999 (the Area's fiscal year).
4. The boundaries of the entire area to be included in the Area, and the boundaries of each separate benefit zone within the area, are set forth in the Map, Exhibit A, incorporated herein by reference. A true and correct copy of the map is on file with the City Clerk of the City of Lodi.
5. The types of improvements and activities proposed to be funded by the levy of assessments on business in the Area are in Exhibit B hereto and incorporated by reference.
6. At the time of the public hearing, written and oral protests may be made. The form and manner of protests shall comply with Streets & Highways Code §§36524 and 36525.

Dated: November 18, 1998
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I hereby certify that the foregoing is a true and correct copy of Resolution No. 98-170, which was duly and regularly passed and adopted by the City Council of the City of Lodi in a regular meeting held November 18, 1998 by the following vote:

| | |
|----------|---|
| AYES: | Council Members – Johnson, Land, Mann, Pennino and Sieglock (Mayor) |
| NOES: | Council Members – None |
| ABSENT: | Council Members – None |
| ABSTAIN: | Council Members – None |


ALICE M. REIMCHE
City Clerk



DOWNTOWN LODI BUSINESS PARTNERSHIP

BUSINESS IMPROVEMENT AREA MAP

EXHIBIT A

EXHIBIT B

NARRATIVE DESCRIPTION OF BIA PROGRAMS

Funds from the BIA will be used to establish but are not limited to the following programs:

A. Image Building:

- “Shop Lodi First” campaign intended to discourage community shoppers from going to nearby malls and community areas.
- Periodic institutional campaigns centered around prime shopping times – Easter, Christmas, etc.

B. Retail Events and Activities:

- Art Fairs
- Street Fairs
- Sidewalk Sales
- Back to School Sales
- Holiday Festivities
- Patriotic Themes

C. Coordinated Marketing Activities:

- Advertising supplements for local newspapers
- Direct mail promotions

D. Streetscape Involvement's

- Trash receptacles
- Flowers and plants at selected locations
- Physical cleanup of streets and sidewalks
- High visibility facade improvements

E. Commercial Recruitment and Retention

- Work with the City's Economic Development coordinator and the Chamber of Commerce to actively seek the most suitable business to fill existing vacancies or vacancies as they occur.
- Provide support services to existing businesses needing assistance in order to remain in the downtown area.